

WORKSHOP

Gain clarity and confidence to amplify your inner brilliance and make your mark on the world

Discover how to become more visible, influential and in demand in 90 days



Are you an expert or entrepreneur who:

- ✓ wants to be more visible in the marketplace or workplace?
- ✓ wants to be more highly valued for your skills and services?
- ✓ is having trouble connecting with your target audience?
- ✓ wants more success but lacks confidence to put yourself out there?
- ✓ wants to build a public profile but doesn't know how to go about it?

The Journey to Building a Strong Personal Brand

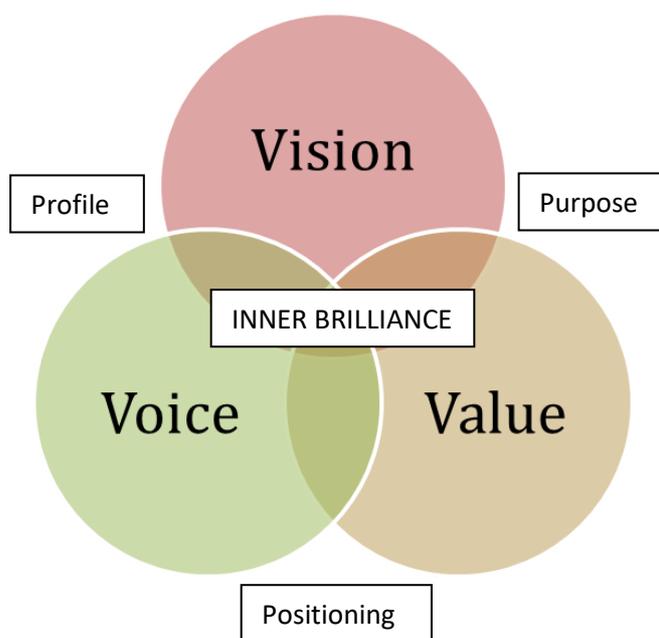
When it comes to building a strong personal brand, experts and entrepreneurs will usually sit on a spectrum, somewhere between being invisible to being an influencer. The Influence Spectrum (right) shows the indicative journey.

Level	State	Focus	Influence
1	Influencer	Legacy	☆☆☆☆☆☆
2	Authority	Positioning	☆☆☆☆
3	Rising Star	Opportunities	☆☆☆
4	Emergent	Value	☆☆
5	Invisible	Expertise	☆

Just like a diamond sparkles most vividly in light, a person's inner brilliance shines most remarkably when they project a strong personal brand with intention, alignment and consistency. And, as a diamond without light can appear like glass, those who leave their personal brand to chance become commoditised among a sea of generalists.

Enhance your reputation!

The Power of Building a Strong Personal Brand that Amplifies Your Inner Brilliance



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What we'll cover at the workshop:

- ✓ Discover why having a strong personal brand matters for your future success
- ✓ Identify the 5 blocks that hold people back from building a personal brand
- ✓ Understand the 3 powerful criteria of a strong personal brand
- ✓ Unlock the 7 keys to your unique Signature BrandCode®

Workshop details:

Date/time: Friday 11 Nov 2022 9am-12pm

Venue: Hills Hub, 402 Belgrave-Gembrook Road, Emerald VIC

Inclusions: Workshop handout
'Enhance Your Reputation' ebook
Morning tea and networking

Investment: \$97 inc GST

Book your spot today: www.rosweadman.com/events

Infoline: 1800 677 600

COVID: Adherence to Vic Govt and venue restrictions of the day

